

MINUTES
Emery County Travel Bureau
June 8, 2016 11:00am
Canyon Conference Room
Castle Dale, Utah



Board Members: Lamar Guymon, Jordan Leonard, Travis Bacon, Keith Brady, Jim Fauver, Jonathan Hunt

Staff: Chelsea Guymon, Tina Carter

Visitors: Holly Jorgenson, Danny Van Wagoner, Patsy Stoddard

Conducting and Welcome: Chairman Keith Brady

1. **Approval of Minutes: May 4th:** A motion was made by Jordan with a second from Lamar. **APPROVED**
2. **Discussion of Financial Report: Tina Carter:** May's numbers are up \$16,000 from what they were last year. Our restaurant tax is also up along with Green River.
3. **Discuss/Approve/Deny AYL-State Park's Trails Promotion:** Tina would like for the trails to connect to a campground or State Park so people know there are places to stay and visit. The State is focusing on Devil's Racetrack, Eva Conover, and Fix it Pass and they will pay \$4,000 for each of those trails' video advertisements and we will only have to pay \$1,300 for each of those trails for a total of \$3,900. Jonathan brought up the point that the three suggested trails from the State could all be done in a loop so the board suggested Hole Trail and Tusher. This way there is a trail on either side of the County and a trail in the middle for riders to take advantage of. Jim motions to approve State Park Trails Promotion from AYL with the suggested trail changes with a second from Lamar.
4. **Discuss/Approve/Deny ETV 10 Shoot/Edit County Event Footage:** Keith talked with Scotty from ETV 10 about shooting and editing videos for us for a few selected events for \$25 an hour that we could then share to promote our events. Lamar motions to approve ETV 10 to film events for 12 hours (\$300) per event for filming and editing commercials which will then be used at the County's discretion. Jim seconds the motion.
5. **Discuss/Approve/Deny State Co-Op Grant Application Ideas:** This year we did Utah.com but we should still look into more funding. We need to look into advertising out of State. We will work with the creative firm on designing a new website and on our marketing campaign. We could have swag bags for people who attend our events from out of town.
6. **Discuss/Approve/Deny State Opt-In Hospitality Program:** Employees around the County could utilize and participate in this course online. This program is to help with the hospitality at our local businesses. This is a 70-90 minute program which helps to create tourism awareness. This program is being offered Statewide to create a unified hospitality experience. These trainings will be customized for each destination and are focused on customer service. After the online course there is a one hour in person class. There is an optional FAM Tour that would also last an hour. The staff would take the online training we would then teach those involved with hospitality in our communities. The cost of \$5,400 will cover this program for 5 years which the State will match, and after that it will be \$1,000 to \$1,500 a year. Tina's thoughts are we offer this program free to our businesses for a couple of years and then start charging a small fee per business as a buy in. The board was concerned about spending this money and then not having any businesses interested in participating in the course. Motion by Lamar to table with a second from Jonathan.
7. **Update, Discussion on Possible Recommendation of the Following:**
 - a) **Film Related Projects:** Nothing new.
 - b) **State Parks:** The Salt Lake Tribune is going to be at Huntington Lake doing a story the weekend of June 11th. Fishing Tournament at Millsite this Fall. Visitation is up 20%.
 - c) **Trail's Committee:** At the Trail's meeting they discussed the closure of the ramp on the West side of Joe's Valley. Travis talked about Green River's trail project and how they have had a few setbacks with the wilderness studies.
 - d) **Business Groups:** Meet the Candidate at the next Lunch and Learn on July 20th at noon. Epicenter is in the running to receive money to build low income housing in Green River.
 - e) **Museums:** There will be a Dinosaur Camp July 11th and 12th for ages 8-12.
 - f) **Expos & Events:** Registration for next year's Go West have opened and it will be held February 20 -23 in Reno, NV. There is a discount for early registration so we should take advantage of it if the board thinks it's advantageous for Tina to attend. Travis said he has got a lot of bus tours come to his hotel to stay from this year's Go West. Travis motions for Tina to reserve a spot for next year's Go West expo with a second from Jonathan.
 - g) **Creative Firm:** If you haven't ranked the firms be sure to do so, so we can get a firm decision on who we would like to contract with.
 - h) **Online & Print Projects:** None.
 - i) **Rourism Program:** Looking into the hospitality program.

j) **Event Coordinator:** Holly has started a Facebook Page for the County's Events which has gotten a lot of attention. She is cross promoting on Instagram and Facebook to try and get people to attend our events.

8. Update/Approve/Deny Possible Recommendations of the Following:

- a) **Action Plan:** Tina talked about getting a few inexpensive outdoor kiosks. The small kiosks are \$12 and the larger ones are \$20. Roger has asked us to focus on our 6 things and decide what they need whether it be signage or maintenance.
- b) **Bylaw Recommendations:** Nothing new.
- c) **Strategic Plan:** Continuing to work on the Mission Statement with Ryan Murray and it is getting close to being finished. Once it is finished it will be shared with the Board.
- d) **Roger Brooks:** His presentation is online now.

9. Discussion of Old Business: None

10. Discussion of New Business: None

11. Adjourn- Thank you for coming!